



Area ID: 0
Demographic

Name:

Greenville, SC CBSA

Population 2008:

Population	617,309
Persons in Group Quarters	20,614

Population 2013:

Population	658,012
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Households (2008):

Households	245,106
Family Households	161,762
Average Household Size	2.43

Households (2013):

Households	263,471
Family Households	169,575
Average Household Size	2.42

Race (2008):

White	478,184
Black	107,290
American Indian, Eskimo, Aleut	1,503
Asian or Pacific Islander	10,566
Other	11,559
Two or More Races	8,207
Hispanic Origin	27,797

Race (2013):

White	501,440
Black	115,152
American Indian, Eskimo, Aleut	1,812
Asian or Pacific Islander	13,637
Other	15,834
Two or More Races	10,137
Hispanic Origin	36,664

Gender (2008):

Population Male	302,797
Population Female	314,512

Gender (2013):

Population Male	323,163
Population Female	334,849

Housing Units (2008):

Owner-occupied	171,026
Renter-occupied	74,080

Housing Units (2013):

Owner-occupied	182,120
Renter-occupied	81,351

Income (2008):

Median Household Income	\$50,720
Median Family Income	\$60,766
Median Disposable Income	\$40,458
Average Household Income	\$66,194
Average Family Income	\$77,393
Per Capita Income	\$26,637

Population by Employment (2008):

Total Businesses	24,279
Total Employees	273,436



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Income (2013):

Median Household Income	\$59,455
Median Family Income	\$71,032
Average Household Income	\$76,518
Average Family Income	\$90,721
Per Capita Income	\$31,014

Net Worth (2008):

Median Net Worth	\$89,127
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Households by Net Worth (2008):

< \$15,000	66,398
\$15,000-\$34,999	20,768
\$35,000-\$49,999	11,947
\$50,000-\$74,999	15,196
\$75,000-\$99,999	13,452
\$100,000-\$149,999	20,379
\$150,000-\$249,999	25,358
\$250,000-499,999	32,822
\$500,000 +	21,022

Households by Disposable Income (2008):

< \$15,000	37,897
\$15,000-\$24,999	32,305
\$25,000-\$34,999	32,829
\$35,000-\$49,999	43,326
\$50,000-\$74,999	58,906
\$75,000-\$99,999	17,688
\$100,000-\$149,999	14,822
\$150,000-\$199,999	3,288
\$200,000+	4,045

Households with Household Income (2008):

< \$10,000	20,474
\$10,000-\$14,999	10,002
\$15,000-\$19,999	13,047
\$20,000-\$24,999	12,855
\$25,000-\$29,999	12,643
\$30,000-\$34,999	13,978
\$35,000-\$39,999	13,475
\$40,000-\$44,999	13,151
\$45,000-\$49,999	11,008
\$50,000-\$59,999	22,376
\$60,000-\$74,999	28,749
\$75,000-\$99,999	35,466
\$100,000-\$124,999	13,925
\$125,000-\$149,999	8,732
\$150,000-\$199,999	7,654
\$200,000-\$249,999	3,067
\$250,000-\$499,999	3,601
>\$500,000+	903



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Households with Household Income (2013):

< \$10,000	20,061
\$10,000-\$14,999	8,608
\$15,000-\$19,999	10,279
\$20,000-\$24,999	12,126
\$25,000-\$29,999	11,447
\$30,000-\$34,999	12,245
\$35,000-\$39,999	12,358
\$40,000-\$44,999	12,351
\$45,000-\$49,999	13,161
\$50,000-\$59,999	20,036
\$60,000-\$74,999	37,926
\$75,500-\$99,999	41,007
\$100,000-\$124,999	20,712
\$125,000-\$149,999	9,187
\$150,000-\$199,999	9,730
\$200,000-\$249,999	5,103
\$250,000-\$499,999	5,069
>\$500,000+	2,065

Families with Household Income (2008):

< \$10,000	7,451
\$10,000-\$14,999	3,626
\$15,000-\$19,999	5,859
\$20,000-\$24,999	6,877
\$25,000-\$29,999	7,812
\$30,000-\$34,999	7,571
\$35,000-\$39,999	8,281
\$40,000-\$44,999	7,963
\$45,000-\$49,999	7,493
\$50,000-\$59,999	16,530
\$60,000-\$74,999	21,665
\$75,000-\$99,999	28,801
\$100,000-\$124,999	9,802
\$150,000-\$199,999	9,266
\$125,000-\$149,999	6,077
\$200,000-\$249,999	2,683
\$250,000-\$499,999	3,191
>\$500,000+	812

Families with Household Income (2013):

< \$10,000	7,137
\$10,000-\$14,999	2,993
\$15,000-\$19,999	4,181
\$20,000-\$24,999	5,727
\$25,000-\$29,999	6,126
\$30,000-\$34,999	7,107
\$35,000-\$39,999	6,551
\$40,000-\$44,999	7,613
\$45,000-\$49,999	6,063
\$50,000-\$59,999	14,145
\$60,000-\$74,999	22,025
\$75,500-\$99,999	35,551
\$100,000-\$124,999	16,262
\$125,000-\$149,999	8,922
\$150,000-\$199,999	9,864
\$200,000-\$249,999	3,801
\$250,000-\$499,999	3,928
>\$500,000+	1,577



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Population by Age (2008):

0-4	40,741
5-9	39,452
10-14	39,857
15-19	44,312
20-24	46,311
25-29	40,691
30-34	39,551
35-39	43,919
40-44	45,762
45-49	47,070
50-54	43,154
55-59	39,606
60-64	30,985
65-69	23,317
70-74	17,373
75-79	13,934
80-84	10,752
85+	10,522
Median Age	37.0

Population by Age (2013):

0-4	43,259
5-9	40,773
10-14	41,877
15-19	46,569
20-24	49,271
25-29	41,916
30-34	39,996
35-39	41,360
40-44	46,220
45-49	49,739
50-54	48,600
55-59	45,966
60-64	36,821
65-69	27,648
70-74	19,475
75-79	14,848
80-84	11,400
85+	12,274
Median Age	38.1

Population Age - Males (2008):

0-4	20,890
5-9	20,204
10-14	20,447
15-19	22,373
20-24	23,746
25-29	20,883
30-34	19,999
35-39	21,966
40-44	22,725
45-49	23,234
50-54	20,991
55-59	19,115
60-64	14,858
65-69	10,915
70-74	7,743
75-79	5,757
80-84	3,886
85+	3,065



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Population Age - Males (2013):

0-4	22,176
5-9	20,853
10-14	21,527
15-19	23,602
20-24	25,142
25-29	21,223
30-34	20,322
35-39	20,802
40-44	23,092
45-49	24,601
50-54	23,900
55-59	22,251
60-64	17,516
65-69	12,993
70-74	8,849
75-79	6,292
80-84	4,286
85+	3,736

Population Age - Females (2008):

0-4	19,851
5-9	19,248
10-14	19,410
15-19	21,939
20-24	22,565
25-29	19,808
30-34	19,552
35-39	21,953
40-44	23,037
45-49	23,836
50-54	22,163
55-59	20,491
60-64	16,127
65-69	12,402
70-74	9,630
75-79	8,177
80-84	6,866
85+	7,457

Population Age - Females (2013):

0-4	21,083
5-9	19,920
10-14	20,350
15-19	22,967
20-24	24,129
25-29	20,693
30-34	19,674
35-39	20,558
40-44	23,128
45-49	25,138
50-54	24,700
55-59	23,715
60-64	19,305
65-69	14,655
70-74	10,626
75-79	8,556
80-84	7,114
85+	8,538



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Consumer Expenditure (2008)**Retail Summary:**

Retail Goods: Total 5,997,684,961

Apparel:

Apparel & Services: Total 497,812,492
Men's Apparel: Total 92,147,861
Women's Apparel: Total 165,937,524
Children's Apparel: Total 88,053,643
Infant Apparel (Under 2 Years): Total 23,366,231
Footwear: Total 73,851,992
Watches & Jewelry: Total 48,622,505
Apparel Products & Services: Total 29,198,967

Household Goods:

Computers & Hardware for Home Use: Total 45,762,346
Software & Accessories for Home Use: Total 6,138,487

Entertainment/Recreation:

Entertainment/Recreation: Total 839,481,516
Fees & Admissions: Total 129,108,960
Membership Fees: Total 35,685,234
Fees for Participant Sports excluding Trips: Total 23,702,980
Admission to Movies/Theater/Opera/Ballet: Total 30,750,014
Admission to Sporting Events excluding Trips: Total 12,806,617
Fees for Recreational Lessons: Total 26,043,543
TV/Video/Sound Equipment: Total 320,793,212
Community Antenna or Cable TV: Total 169,725,954
Televisions: Total 62,972,715
VCRs/Video Cameras & DVD Players: Total 7,548,922
Video Cassettes & DVDs: Total 14,755,638
Video Game Hardware & Software: Total 8,037,207
Satellite Dishes: Total 268,017
Rental of Video Cassettes & DVDs: Total 11,567,687
Sound Equipment: Total 44,460,374
Rental/Repair of TV/VCR/Sound Equipment: Total 1,294,041
Pets: Total 108,726,769
Toys & Games: Total 34,371,857
Recreational Vehicles & Fees: Total 110,607,492
Sports/Rec/Exercise Equipment: Total 44,952,124
Photo Equipment/Supplies: Total 28,501,391
Film Processing: Total 6,839,577
Reading: Total 62,419,711

Food:

Food: Total 1,859,961,876
Food at Home: Total 1,094,998,387
Food at Home - Bakery & Cereal Products: Total 151,684,008
Food at Home - Meat/Poultry/Fish/Eggs: Total 274,899,921
Food at Home - Dairy Products: Total 124,650,758
Food at Home - Fruit & Vegetables: Total 179,922,942
Food at Home - Snacks/Other Food: Total 363,840,758
Food at Home - Nonalcoholic Beverages: Total 101,274,340
Food Away from Home: Total 764,963,489
Food Away from Home - Meals at Restaurants: Total 703,352,359
Alcoholic Beverages: Total 127,545,533

Financial:

Investments: Total 204,911,425
Vehicle Loans: Total 1,383,651,860

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Health Care:

Health Care: Total	957,972,618
Health Insurance: Total	470,589,668
Nonprescription Drugs: Total	27,106,675
Prescription Drugs: Total	136,972,246
Eyeglasses & Contact Lenses: Total	17,629,715

Housing:

Shelter: Total	3,261,362,676
Mortgage Payment & Basics: Total	1,956,051,388
Maintenance & Remodeling Services: Total	424,875,909
Maintenance & Remodeling Materials: Total	97,393,638
Owned Dwellings - Paint/Wallpaper/Supplies: Total	5,149,361
Rented Dwellings - Paint/Wallpaper & Supplies: Total	306,454
Home Improvement Services: Total	432,402,231
Home Improvement Materials: Total	100,143,463
Utilities/Fuel/Public Services: Total	1,057,958,138
Telephone Services: Total	348,980,900
Insurance - Owners & Renters: Total	115,921,471

Household Goods:

Household Furnishings & Equipment: Total	474,105,232
Household Textiles: Total	30,559,597
Furniture: Total	141,094,806
Floor Coverings: Total	20,897,276
Major Appliances: Total	67,744,744
Housewares: Total	19,640,049
Small Appliances: Total	7,831,281
Other HH Items - Luggage: Total	2,086,283
Other HH Items - Telephones & Accessories: Total	8,118,827

Household Services:

Computer Information Services: Total	48,698,174
Child Care: Total	91,515,048
Lawn & Garden: Total	96,665,405
Moving/Storage/Freight Express: Total	11,150,400
Housekeeping Supplies: Total	174,897,973
Housekeeping Services: Total	27,576,090

Personal Care:

Personal Care Products: Total	97,389,449
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Education:

Education: Total	291,164,056
School Books & Supplies: Total	27,024,316

Miscellaneous Expenses:

Smoking Products: Total	111,068,537
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Life Insurance/Pensions:

Life & Other Pers Ins: Total	134,007,649
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Transportation (Local):

Vehicle Insurance: Total	317,343,813
Transportation-Vehicle Purchases (Net Outlay): Total	1,183,790,549
Transportation - Gasoline & Motor Oil: Total	595,149,440
Vehicle Maintenance & Repairs: Total	221,591,903

Travel:

Travel: Total	398,647,906
Airline Fares: Total	84,006,476
Travel - Lodging on Trips: Total	90,602,096
Auto/Truck/Van Rental on Trips: Total	7,776,287
Travel - Food & Drink on Trips: Total	100,987,857



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Tapestry Segmentation System (2008):**L1: High Society**

01. Top Rung	0
02. Suburban Splendor	1,303
03. Connoisseurs	577
04. Boomburbs	9,135
05. Wealthy Seaboard Suburbs	0
06. Sophisticated Squires	1,592
07. Exurbanites	5,280

L2: Upscale Avenues

09. Urban Chic	582
10. Pleasant-Ville	0
11. Pacific Heights	0
13. In Style	12,367
16. Enterprising Professionals	5,183
17. Green Acres	4,432
18. Cozy and Comfortable	4,359

L3: Metropolis

20. City Lights	0
22. Metropolitans	6,307
45. City Strivers	0
51. Metro City Edge	2,147
54. Urban Rows	0
62. Modest Income Homes	6,675

L4: Solo Acts

08. Laptops and Lattes	0
23. Trendsetters	0
27. Metro Renters	0
36. Old and Newcomers	2,780
39. Young and Restless	5,983

L5: Senior Styles

14. Prosperous Empty Nesters	4,644
15. Silver and Gold	0
29. Rustbelt Retirees	5,137
30. Retirement Communities	1,360
43. The Elders	0
49. Senior Sun Seekers	700
50. Heartland Communities	5,166
57. Simple Living	1,119
65. Social Security Set	1,406

L6: Scholars & Patriots

40. Military Proximity	0
55. College Towns	4,244
63. Dorms to Diplomas	945

L7: High Hopes

28. Aspiring Young Families	4,543
48. Great Expectations	6,046



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L8: Global Roots

35. International Marketplace	0
38. Industrious Urban Fringe	0
44. Urban Melting Pot	0
47. Las Casas	0
52. Inner City Tenants	1,954
58. NeWest Residents	0
60. City Dimensions	1,797
61. High Rise Renters	0

L9: Family Portrait

12. Up and Coming Families	11,492
19. Milk and Cookies	1,958
21. Urban Villages	0
59. Southwestern Families	0
64. City Commons	1,612

L10: Traditional Living

24. Main Street USA	0
32. Rustbelt Traditions	5,135
33. Midlife Junction	12,545
34. Family Foundations	1,248

L11: Factories & Farms

25. Salt of the Earth	5,919
37. Prairie Living	0
42. Southern Satellites	37,260
53. Home Town	13,113
56. Rural Bypasses	5,566

L12: American Quilt

26. Midland Crowd	31,315
31. Rural Resort Dwellers	1,136
41. Crossroads	6,467
46. Rooted Rural	2,577